Roots Run Deep Wholesale Products

Product List as of 7/1/09

VV = Variable Vintage

BRANDS	ТҮРЕ	APPELL'N	REGISTER AS	CURRENT VINTAGE	SIZE	PACK	CURRENT NET FOB PRICE/CS	NEW FOB PRICE	Effective Date	Nationally Sold?	ALC%
Educated Guess	Cabernet Sauvignon	Napa Valley	W		750	12pk	\$120.00			Υ	14.1%
Educated Guess	Chardonnay	Napa Valley	VV		750	12pk	\$102.00			Y	14.6%
Educated Guess	Pinot Noir	Carneros	W	2006	750	12pk	\$ 180.00			Υ	14.5%
Educated Guess	Pinot Noir	Carneros	W	2007	750	12pk		\$144.00	9/1/2009	Υ	14.5%
					1						